

The Honorable Thomas S. Zilly

**UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF WASHINGTON
AT SEATTLE**

LISA RASMUSSEN, and CAROLE
JOHNSTON, individually and on behalf of
all other similarly situated,

Plaintiffs,

v

PACIFIC WEBWORKS, INC., a Nevada
corporation; BLOOSKY INTERACTIVE,
LLC, a California limited liability
company; and INTERMARK
COMMUNICATIONS, INC., a New York
corporation,

Defendants

NO C09-1815 TSZ

DECLARATION OF MATT COOK
ON BEHALF OF BLOOSKY
INTERACTIVE, LLC, IN SUPPORT
OF DEFENDANT BLOOSKY
INTERACTIVE, LLC'S MOTION
FOR SUMMARY JUDGMENT

1 I, Matt Cook, declare as follows:

2 1 I am the Chief Executive Officer at Bloosky Interactive, LLC ("Bloosky"). I
3 am over the age of 21, I am competent to make this Declaration, and the facts set forth in this
4 Declaration are based on my personal knowledge unless the context reveals otherwise.

5 2 The allegations in plaintiff Lisa Rasmussen's First Amended Complaint
6 ("Complaint") against Bloosky rely on an alleged full Web conversion. A full Web
7 conversion occurs when a consumer navigates to an advertiser's Web landing page, enters the
8 consumer's credit card billing information, and thereby purchases the advertiser's product or
9 service.
10

11 3 In early August of 2010, Bloosky was served with the Complaint. Bloosky
12 also received documents from Rasmussen's counsel (Will Haselden) that he claimed showed
13 a link between Bloosky and a full Web conversion involving Rasmussen.
14

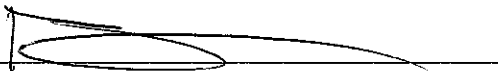
15 4 Bloosky conducted an internal investigation based on the Complaint and the
16 documents provided by Mr. Haselden. Bloosky's search revealed that Rasmussen did not
17 purchase anything from PWW via the Web as a result of being redirected by Bloosky's
18 servers.
19

20 5 Bloosky has no Uniform Resource Locator ("URL") associated with
21 Rasmussen and no sign-up script in its records.

22 6 Bloosky therefore concludes that it had no involvement in any full Web
23 conversion of Rasmussen.

24 I declare under penalty of perjury of the laws of the United States that the foregoing
25 statements are true and correct.
26

Executed this 28 day of October, 2010, at Irvine, Cal


Matt Cook